

Altering travel demand is a third way to improve the efficiency of existing streets. Travel demand can be reduced or altered in the following ways:

- (1) Encourage people to form carpools and vanpools for work and other trips. This reduces the number of vehicles on the roadway while increasing the people carrying capability of the street system.
- (2) Encourage the use of public transit, bicycles, and pedestrian travel.
- (3) Encourage industries and business to stagger work hours or establish variable work hours for employees. This will reduce travel demand in peak periods and spread peak travel over a longer time period.

Idealized Thoroughfare Plan System

A coordinated system of major thoroughfares forms the basic framework of the urban street system. A major thoroughfare system which is most adaptable to desired lines of travel within an urban area and which permits movement between various areas of the city within maximum directness is the radial-loop system. This system consists of several functional elements--radial streets, crosstown streets, loop system streets, and bypasses. An idealized thoroughfare plan showing the described facilities is in Figure 1.

Radial streets provide for traffic movement between points located on the outskirts of the city and the central area. This is a major traffic movement in most cities, and the economic strength of the central business district depends upon the adequacy of this type of thoroughfare.

If all radial streets crossed in the central area, an intolerable congestion problem would result. To avoid this problem, it is very important to have a system of crosstown streets which form a loop around the central business district. This system allows traffic moving from origins on one side of the central area to destinations on the other to follow the area's border and allows central area traffic to circle and then enter the area near a given destination. The effect of a good crosstown system is to free the central area of crosstown traffic, thus permitting the central area to function more adequately in its role as a pedestrian shopping area.

Loop system streets move traffic between suburban areas of the city. Although a loop may completely encircle the city, a typical trip may be from an origin near a radial thoroughfare to a destination near another radial thoroughfare. Loop streets do not necessarily carry heavy volumes of traffic, but they function to help relieve central areas. There may be one or more loops, depending on the size of the urban area, and they are generally